U.S. Serial No. 09/535,105
Response to the Office action of November 3, 2005

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1.   (Currently Amended) A method for selecting a first digital object for display in an electronic television program guide comprising:

receiving the first digital object from a direct-to-home satellite communication system;

determining first and second fuzzy variable values associated with the first digital object;

calculating a first priority value by mapping the first and second fuzzy variable values onto an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the first priority value to a predefined threshold; and

selecting the first digital object for display in the electronic television program guide if the first priority value crosses the predefined threshold.

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2.   (Currently Amended) A method as defined in claim 1, further comprising:

setting the predefined threshold to the first priority value;

receiving a second digital object from the direct-to-home satellite communication system;

determining third and fourth fuzzy variable values associated with the second digital object;

calculating a second priority value by mapping the third and fourth fuzzy variable values onto an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the second priority value to the predefined threshold; and

selecting the second digital object for display in the electronic television program guide if the second priority value crosses the predefined threshold.

3.   (Previously Presented) A method as defined in claim 1, further comprising displaying the first digital object in the electronic television program guide.

4.   (Previously Presented) A method as defined in claim 3, further comprising:

selecting a color based on the comparison between the first priority value and the predefined threshold, and

associating the display of the first digital object with the selected color.

5.   (Previously Presented) A method as defined in claim 3, further comprising:

selecting a number based on the comparison between the first priority value and the predefined threshold, and

associating the display of the first digital object with the selected number.

6.   (Original) A method as defined in claim 3, wherein the first digital object comprises an advertising object.

7.   (Previously Presented) A method for selecting a first digital object associated with an electronic television program guide for deletion from memory, the method comprising:

receiving the first digital object from a direct-to-home satellite communication system;

determining first and second fuzzy variable values associated with the first digital object;

calculating a first priority value by mapping the first and second fuzzy variable values onto an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the first priority value to a predefined threshold; and

selecting the first digital object for deletion from a memory if the first priority value crosses the predefined threshold.

8.   (Currently Amended) A method as defined in claim 7, further comprising:

setting the predetermined threshold to the first priority value;

receiving a second digital object from the direct-to-home satellite communication system;

determining third and fourth fuzzy variable values associated with the second digital object;

calculating a second priority value by mapping the third and fourth fuzzy variable values onto an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the second priority value to the predefined threshold; and

selecting the second digital object for display in the electronic television program guide if the second priority value crosses the predefined threshold.

9.   (Currently Amended) An apparatus for displaying a first digital object in an electronic television program guide comprising:

a receiver that receives the first digital object from a direct-to-home satellite communication system;

a controller, operatively coupled to the receiver, the controller determining first and second fuzzy variable values associated with the first digital object, the controller calculating a first priority value by mapping the first and second fuzzy variable values onto an at least three dimensional profile surface adapted for determining preferences associated with a television viewer, the controller comparing the first priority value to a predefined threshold, and

a display, operatively coupled to the controller, the controller causing the display to present the first digital object in the electronic television program guide if the first priority value crosses the predefined threshold.

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10.   (Original) An apparatus as defined in claim 9, wherein:

the receiver is further adapted to receive a second digital object from the direct-to-home satellite communication system;

the controller is further adapted to determine third and fourth fuzzy variable values associated with the second digital object; and

the controller is further adapted to determine the predefined threshold by mapping the third and fourth fuzzy variable values onto the profile surface.

11.   (Previously Presented) An apparatus as defined in claim 9, wherein:

the controller is further adapted to select a color based on the comparison between the first priority value and the predefined threshold; and

the controller is further adapted to associate the display of the first digital object with the selected color.

12.   (Previously Presented) An apparatus as defined in claim 9, wherein:

the controller is further adapted to select a number based on the comparison between the first priority value and the predefined threshold; and

the controller is further adapted to associate the display of the first digital object with the selected number.

13.   (Currently Amended) An apparatus for selecting a first digital object associated with an electronic television program guide for deletion from memory comprising:

a receiver that receives the first digital object from a direct-to-home satellite communication system;

a controller, operatively coupled to the receiver, the controller determining first and second fuzzy variable values associated with the first digital object, the controller calculating a first priority value by mapping the first and second fuzzy variable values onto an at least three dimensional profile surface adapted for determining preferences associated with a television viewer, the controller comparing the first priority value to a predefined threshold, and

a memory, operatively coupled to the controller, the controller causing the memory to delete the first digital object if the first priority value crosses the predefined threshold.

14.   (Original) An apparatus as defined in claim 13, wherein:

the receiver is further adapted to receive a second digital object from the direct-to-home satellite communication system;

the controller is further adapted to determine third and fourth fuzzy variable values associated with the second digital object; and

the controller is further adapted to determine the predefined threshold by mapping the third and fourth fuzzy variable values onto the profile surface.

15.   (New) A method as defined in claim 1, wherein the at least three dimensional profile surface comprises N dimensions, where N is any number greater than or equal to three, N-1 dimensions are associated with input variables, and the remaining dimension is associated with desirability.

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16.   (New) A method as defined in claim 15, wherein determining the at least three dimensional profile surface comprises determining a first desirability value associated with two or more input variables.

17.   (New) A method as defined in claim 16, further comprising determining a second desirability value associated with the two or more input variables, wherein the level of the two or more input variables is different than the level of the two or more input variables used to determine the first desirability.

18.   (New) A method as defined in claim 7, wherein the at least three dimensional profile surface comprises N dimensions, where N is any number greater than or equal to three, N-1 dimensions are associated with input variables, and the remaining dimension is associated with desirability.

19.   (New) A method as defined in claim 18, wherein determining the at least three dimensional profile surface comprises determining a first desirability value associated with two or more input variables.

20.   (New) A method as defined in claim 19, further comprising determining a second desirability value associated with the two or more input variables, wherein the level of the two or more input variables is different than the level of the two or more input variables used to determine the first desirability.

21.   (New) An apparatus as defined in claim 9, wherein the at least three dimensional profile surface comprises N dimensions, where N is any number greater than or equal to three, N-1 dimensions are associated with input variables, and the remaining dimension is associated with desirability.

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22.   (New) An apparatus as defined in claim 21, wherein determining the at least three dimensional profile surface comprises determining a first desirability value associated with two or more input variables.

23.   (New) An apparatus as defined in claim 22, further comprising determining a second desirability value associated with the two or more input variables, wherein the level of the two or more input variables is different than the level of the two or more input variables used to determine the first desirability.

24.   (New) An apparatus as defined in claim 13, wherein the at least three dimensional profile surface comprises N dimensions, where N is any number greater than or equal to three, N-1 dimensions are associated with input variables, and 1 dimension is associated with desirability.

25.   (New) An apparatus as defined in claim 24, wherein determining the at least three dimensional profile surface comprises determining a first desirability value associated with two or more input variables.

26.   (New) An apparatus as defined in claim 25, further comprising determining a second desirability value associated with the two or more input variables, wherein the level of the two or more input variables is different than the level of the two or more input variables used to determine the first desirability.